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Premier Trailer Leasing (“Premier”, “we”, “our”, “us”) is one of the leading trailer leasing and rental companies in the nation. We operate the <https://www.premiertrailerleasing.com> website and affiliated websites (“Website,” or collectively, “Websites”), online portals, and the products, services, and support tools associated with the Services we provide (defined below). To download a pdf copy of this Privacy Policy, please click [here](#).

This Privacy Policy informs you of our policies regarding the collection, use and disclosure of information – including your Personal Information, defined below – through the use of our Services, and the choices and rights you have regarding that information. Our Privacy Policy is designed to advise you about how we obtain, use, and disclose the information that we collect and/or receive about you. It also explains your privacy rights, and how you can manage the privacy of your Personal Information. Please note that this Privacy Policy does not govern the practices of third parties, including our partners or affiliates, third party service providers, and/or advertisers, even when those services are branded as, or provided on behalf of, Premier. Information collected from you by others, such as third-party websites that you access through links on the Websites, are governed by those entities’ privacy policies and terms. Please read third parties’ privacy policies carefully.

Definitions

- **Services:** Our Services include long-term leasing and short-term rental services for over-the-road vans, flatbeds, refrigerated equipment and chassis, along with our Websites and other associated products, services, and support tools to help businesses in the transportation industry meet their transportation needs (collectively, our “Services”).
- **Personal Information:** Personal Information means information that identifies, relates to, describes, or could be reasonably associated or linked with a particular person or household. It also includes other information that may be associated with your Personal Information, such as your Usage Data (defined below), location, preferences or interests, if that information can be used to identify you, your household, or your device.
- **Usage Data:** Usage Data is data collected automatically either generated by the use of the Websites (for example, your IP address or the duration of a page visit when you visit our Websites).
- **Cookies:** Cookies are small files stored on your device (computer or mobile device).
- **Consumer:** Any individual who is the subject of the Personal Information collected and/or processed.

Information Collection

We collect several different types of information for various purposes to provide and improve our Services.

Types of Data Collected

- **Personal Information:** While using our Services, we may ask you to provide us with, or we may otherwise obtain, certain Personal Information that can be used to contact or identify you, or Personal Information provided to us by third parties, such as:
 - Name
 - Physical or mailing address
 - Phone number
 - Driver's License number
 - Signature
 - IP address
 - Cookies, Usage Data, Generic Information, or data collected as described under Other Technologies
 - Other information you choose to provide us that can identify you
- **Usage Data:** We may also collect information that your browser sends whenever you access our Websites or online portals by or through a mobile device. This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data. At times, the combination of various types of data, including Usage Data, may enable you to be identified, and may therefore qualify as Personal Information.

When you access the Services with a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

- **Generic Information:** Generic information is information that does not directly reveal the identity of an individual from whom we collect information. This information may include the Usage Data described above, information collected through the use of cookies described below, among others. We may automatically gather some Generic Information from our clients, third parties, and Website visitors. At times, the combination of various types of data, including Generic information and Usage Data, may enable you to be identified, and may therefore qualify as Personal Information.
- **Business Information:** Premier mainly provides its Services to businesses seeking to rent or lease our trailers and other equipment to meet their transportation needs. As such, we may collect information about your business' officers, employees, contractors, agents, and/or other members in relation to and to facilitate your company's lease or rental of our equipment. Additionally, some of our trailers come equipped with geolocation devices, so that we can locate and track our trailers during the rental or leasing period. This information may show where the specific trailer that you or your company leased from Premier is at any given period. This is so we

can keep track of our own equipment, provide roadside assistance, and retrieve our trailers, and not to monitor any particular individual.

- **Tracking & Cookies Data:** We may use first and third party cookies and similar tracking technologies to track the activity on our Services. Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to analyze and improve our Service.

Examples of cookies we use:

- First Party Cookies. We use Session Cookies to operate our Services that are accessible through our Websites. Session cookies are temporary, and are automatically deleted once you close your Internet browser.
- Third Party Cookies. Premier Trailer allows third-party service providers and other companies to use cookies or other similar technologies on our Websites that may collect your information, track your behavior on our Websites, and gather information about your use of our Websites and other online services over time and across different services. For example, we use Google Analytics to anonymously record user activity, demographic information, and general location.
- **Other Technologies:** We collect many different types of information from other technologies to improve the quality of our Websites and the services we provide. For example, we may collect Usage Data and other information about the device you use to access our Websites, your operating system and/or mobile device type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. We may record the IP address of the device you use to connect to the Internet.

Personal Information Collected over the Last 12 Months

We have collected the types of Personal Information described above within the last 12 months.

How We Collect Your Information

Premier collects and obtains your information in a few ways: there is information that you choose to give us, information we obtain through your use of our Services (including our Websites), and information we obtain from third parties.

Information You Give Us

At times, we may require you to provide certain information – including Personal Information – in order to use certain parts of our Websites, fulfill your requests to us, or provide you with certain Services. Additionally, we collect any information you

choose to share with us, including information you provide when you contact us with questions or request information.

Information We Obtain When You Use Our Services

As noted above, we collect certain information from you through your use of our Services, such as Usage Data. For instance, in using our Websites, we may collect information about the device you use. We may collect IP address and other generic information about how you use our Websites or other Services (for example, aggregate metrics on how often certain pages on our Websites are accessed and viewed).

We also may collect information through the use of cookies or other technologies, as described above. In other instances, you will need to provide certain information about yourself or relevant Business Information when renting our trailers or using other Services.

Information We Obtain from Other Sources / Third Parties

We obtain certain kinds of information about you from third parties. For example, we obtain anonymous information, such as user activity, demographic information, and general location from Google Analytics.

Purposes for Collecting, Processing, and Using Your Information

Premier collects, processes (or asks our service providers to process on our behalf), and uses your information to provide the Services we make available to our partners and you. We therefore will collect and use your information for a variety of business and/ or commercial purposes, including:

- To provide those Services you request of us, including but not limited to the rental and use of our fleet of trailers, over-the-road vans, flatbeds, refrigerated equipment and chassis.
- Where you have otherwise given us your consent and permission to do so.
- To facilitate operating our Websites and other Services. These operational purposes may include but are not limited to:
 - Operating, maintaining and improving our Services, including the Websites;
 - Detecting security incidents; and
 - Helping law enforcement to prosecute individuals responsible for malicious, deceptive, fraudulent, or illegal activity involving Premier, our Services, and/or our customers.
 - Assisting with fraud prevention, improving the security of our networks, and reporting suspected criminal activity to law enforcement.
- To comply with applicable laws, in response to a lawful and enforceable request by a law enforcement, judicial, or other public authority, or in connection with an applicable legal obligation.

How We Disclose Your Information

Premier **does not** sell your Personal Information to any third party. However, we may disclose your information in a number of ways as part of our Services. For

instance, we may share your information with our third-party service providers that facilitate the functions of our Websites, such as our web hosting and cloud storage providers. We may also provide your Personal Information, Business Information, and/or other information to service providers or contractors to perform functions on our behalf, including assisting us in providing our Services to you.

We may also disclose or share your information for the following purposes:

- To comply with a legal obligation.
- To protect and defend Premier’s rights or property.
- To prevent or investigate possible wrongdoing in connection with the Services.
- To protect the personal safety of individuals or the public.
- To protect against legal liability.
- When there is a good faith belief that such action is necessary to investigate or protect against harmful activities to our guests, visitors, associates, or property (including the Websites), or to others (including Premier itself). This may include disclosures to law enforcement to investigate potential criminal activity or other civil violations.

We share or otherwise disclose Personal Information, Business Information, and/or other types of information to the following categories of third parties:

- **Fulfillment Service Providers:** We employ third party fulfillment service providers, companies, individuals, and agents to facilitate and help us provide our Services. Such Fulfillment Service Providers perform tasks, services, or functions on our behalf, or assist us in analyzing how our Services are used or delivered. These third parties may include payment card processors, cloud-based storage and web-hosting providers, and other vendors that assist us in providing our Services. These third parties are granted access to your information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- **Other Premier Affiliated Entities:** We may share or disclose your information to other entities that make up the Premier organization.

Types of Data	Types of Entities Data Is Disclosed To
Name	Our Fulfillment Service Providers & Other Primer Affiliated Entities
Physical or mailing address	Our Fulfillment Service Providers & Other Primer Affiliated Entities
Phone number	Our Fulfillment Service Providers & Other Primer Affiliated Entities
Driver’s License number	Our Fulfillment Service Providers & Other Primer Affiliated Entities

Signature	Our Fulfillment Service Providers & Other Primer Affiliated Entities
IP address	Our Fulfillment Service Providers & Other Primer Affiliated Entities
Cookies, Usage Data, Generic Information, or data collected as described under Other Technologies	Our Fulfillment Service Providers & Other Primer Affiliated Entities
Other information you choose to provide us that can identify you	Our Fulfillment Service Providers & Other Primer Affiliated Entities

Categories of Personal Information Disclosed

Premier has disclosed the Personal Information defined above to our Service Providers in the last 12 months for business purposes.

Categories of Personal Information Sold

As we mentioned above, Premier does not sell individuals' Personal Information. Please note that a "sale" of Personal Information does not include those instances when such information is part of a merger, acquisition, or other transaction involving all or part of our business. If we sell all or part of our business, make a sale or transfer of assets, or are otherwise involved in a merger or other business transaction, we may transfer your Personal Information to a third party as part of that transaction. If such transaction materially affects the manner in which your Personal Information is processed, we will notify you of such change prior to its implementation.

Our Policy on "Do Not Track" Signals under the California Online Protection Act (CalOPPA)

We do not support Do Not Track. Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable "Do Not Track" by visiting the "Preferences" or "Settings" page of your web browser.

Premier does not track users across time and over different websites or platforms.

Third parties may collect data that relates to you. We cannot control third parties' responses to do-not-track signals or other such mechanisms. Third parties' use of data relating to you and responsiveness to do-not-track signals is governed by their respective privacy policies.

Your Data Protection & Privacy Rights

Your California privacy rights

The California Consumer Privacy Act of 2018 and the California Privacy Rights Act of 2020 (collectively, the "CCPA") requires us to provide the following notice to California residents.

A. Information we collect

The information we have collected about California residents in the last 12 months is described in **Types of Data Collected** above. That information corresponds with the following categories of personal information under the CCPA:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES

G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	YES
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO
L. Sensitive personal information	Under Cal. Civ. Code § 1798.121(d), we do not infer characteristics about a consumer based on any sensitive personal information collected or processed as defined under Cal. Civ. Code § 1798.140(ae).	NO

In the last 12 months, we have collected personal information from the sources described in [How we collect your information](#) above.

B. [Use of personal information](#)

In the last 12 months, we have used your personal information for the business and commercial purposes described in [Purposes for Collecting, Processing, and Using Your Information](#) above.

C. [Disclosure of personal information](#)

The business and commercial purposes that we have shared your personal information in the last 12 months are described above in [How We Disclose Your Information](#). More specific information on that sharing is as follows:

- *Disclosing your personal information for business purposes.* We have disclosed the following categories of personal information with our affiliated companies, service

providers and public or government (including enforcement) authorities for our business purposes:

- Category A: Identifiers.
- Category B: California Customer Records personal information categories.
- Category C: Protected classification characteristics under California or federal law.
- Category D: Commercial information.
- Category F: Internet or other similar network activity.
- Category G: Geolocation data.
- Category I: Professional or employment related information.
- Category J: Non-public education information.

As described above, examples of business purposes include performing transactions, registering accounts, managing our relationship with you, and monitoring for security threats and fraud.

We do not sell or share personal information as defined under California law, as such, we do not have actual knowledge of our selling or sharing personal information belonging to consumers under 16 years of age.

Under Cal. Civ. Code § 1798.121(d), we do not infer characteristics about a consumer based on any sensitive personal information collected or processed as defined under Cal. Civ. Code § 1798.140(ae).

California residents: Premier has in place policies and procedures to facilitate your exercise of privacy rights available under applicable law. Premier therefore informs you that, where applicable under relevant law, you may be entitled to the following:

- **Right to Access / Disclosure:** to have access to your Personal Information upon simple request – that is, you may receive a copy of such information upon receipt of a verifiable request, along with other information related to the collection or processing.
- **Right to Correct:** if you think some of the Personal Information we have about you is incorrect, you have the right to request that we correct the Personal Information in compliance with applicable data protection law.
- **Disclosure of Direct Marketers:** to have access upon simple request, and free of charge, the categories and names/addresses of third parties that have received Personal Information for direct marketing purposes. Please see the “Your California Privacy Rights” section below for more information.
- **Right to Information About Collecting, Selling, Sharing, or Disclosing Personal Information:** upon receipt of a verifiable request, you may obtain a list of:
 - The specific pieces of your Personal Information Premier holds;

- The categories of Personal Information collected about you, sold to third parties, or disclosed to third parties for business purposes;
 - The categories of Personal Information sold within the last 12 months;
 - The categories of sources from which Personal Information is collected;
 - The business or commercial purpose for collecting or selling Personal Information; and
 - The categories of third parties with whom Personal Information is shared, sold, or disclosed for a business purpose.
- **Right to Opt-Out of the Sale of Personal Information:** As noted elsewhere, Premier does not sell or share individuals' Personal Information. California residents have the right to opt-out of the selling or sharing of their Personal Information under certain circumstances.
 - **Right to Deletion / "Right to be Forgotten":** to obtain the deletion of your Personal Information in the situations set forth by applicable data protection law and upon receipt of a verifiable request.
 - **Right to Non-Discrimination.** As defined under relevant law, you have a right to non-discrimination in the Services or quality of Services you receive from us for exercising your rights.

Please contact us using the means listed in the "Contact Us" Section below in relation to exercising these rights. Note that we may ask you to verify your identity – such as by requiring you to provide information about yourself – before responding to such requests.

Your California Privacy Rights Regarding Direct Marketing Information

California residents have the right to request information from a company regarding the manner in which it shares certain categories of Personal Information with third parties for their direct marketing purposes, in addition to the rights set forth above.

Under California law, you have the right to send us a request at the designated address listed below in the "Contact Us" section to receive the following information:

- The categories of information we disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year;
- The names and addresses of the third parties that received the information; and
- If the nature of the third party's business cannot be determined from their name, examples of the products or services marketed.

To make such a request, please provide sufficient information for us to determine if this applies to you, and attest to the fact that you are a California resident. Please also provide a current California address for our response. You may make this request in writing to us at the below address. Any such request must include "California Privacy Rights Direct Marketing Information Request" in the first line of the description, and include your name, street address, city, state and ZIP

code. Please note that we are only required to respond to one request per customer each year, and we are not required to respond to requests made by means other than through the address provided for this purpose below.

Note that responsive information may be provided in a standardized format that is not specific to you.

Submitting a Verifiable Request under the CCPA

As mentioned above, California residents have certain rights to access, delete, or otherwise exercise rights regarding their Personal Information under the CCPA. Premier will respond to an individual's "verifiable request" to exercise his or her rights under the CCPA – that is, where Premier has received a request purporting to be from a particular individual, and Premier has been able to verify the individual's identity. The need to verify an individual's identity is critical to protecting your information, and to ensuring that your information is not shared with anyone pretending to be you or someone who is not authorized to act on your behalf.

You may submit a verifiable request via the contact information listed in the "Contact Us" section below. Premier will ask you to provide information about yourself so that we can verify your identity as part of this process. This information may include your name, your company address, information related to your trailer lease, information related to your past use of our Services, and any other information deemed necessary by Premier to reasonably verify your identity, to ensure that your information is not shared with anyone impersonating you. Once we have your submission, we will compare the information you provided to the information we have about you to verify your identity.

We may need to ask for additional information if we have difficulty confirming your identity. We will not share your information or honor other requests in those situations where we are unable to confirm that a request for your information is a "verifiable request." We will not be able process your request if we cannot verify your identity.

Under California law a California resident can appoint an "authorized agent" to make certain verifiable requests upon their behalf, such as the right to know what information we collect about the consumer or to request deletion of the consumer's information. An authorized agent may submit a request by following the steps outlined above. An authorized agent must identify the consumer he or she is submitting a request on behalf of, and provide the information requested by Premier to verify the consumer's identity. Premier will also require the purported authorized agent to submit proof that he or she has been authorized by the consumer to act on the consumer's behalf.

Because the security and privacy of your information is paramount, we will ask that you identify and provide permission in writing for such persons to act as your authorized agent and exercise your applicable rights under California law in such situations. This may require us to contact you directly and alert you that an individual has claimed to be your agent and is attempting to access or delete your information. We will also independently verify your identity to ensure that an unauthorized person is not attempting to impersonate you and exercise your rights

without authorization. We will not share your information or honor any other requests in those situations where you cannot or do not grant permission in writing for an identified authorized agent to act on your behalf, or where we cannot independently verify your identity.

Links to Other Sites

Our Privacy Policy is designed to advise you about how we collect, use, protect, and disclose the information that we collect and/or receive about you. However, our Websites may contain links to other sites that are not operated by us. Please note that this Privacy Policy does not govern the practices of third parties, including our partners, third party service providers, and/or advertisers, even when those services are branded as, or provided on behalf of, Premier. Information collected from you by others, such as third-party websites that you access through links on the Websites, are governed by those entities' privacy policies. If you click a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children's Privacy

All of our Services, including our Websites, are intended for adult audiences, and are not meant to address anyone under the age of 18 ("Children"). As such, Children under 18 may not use our Websites or any other Services. If you are under 18, do not attempt to register for or use any of our Services, including our Websites, and do not provide us any Personal Information about yourself.

We do not knowingly collect Personal Information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has violated this Privacy Policy and provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from children without verification of parental consent, we will take steps to remove that information from our servers.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. While we reserve the right to make changes to our Privacy Policy at any time and at our sole discretion, we will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via a prominent notice on our Website prior to any material changes becoming effective, and will update the "effective date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, our practices, your Personal Information, or your rights and choices under applicable laws, please contact us:

- By telephone: 888.434.0889
- By email: legal@premier-us.net

Difficulty Accessing Our Privacy Policy?

Individuals with disabilities who are unable to usefully access our privacy policy online may contact us at the above-listed contact information to inquire how they can obtain a copy of our policy in another, more easily readable format.